



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Sung Bae Jun et al.
Title: Multiple Item User Preference Information Data
Structure and Method for Providing Multi-Media
Information
Application No.: 09/665,941
Filing Date: September 21, 2000
Examiner: Michael W. Hoyer
Group Art Unit: 2614
Confirmation No.: 8915
Law Office: Sidley Austin LLP
Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Examiner Hoyer:

This is a Response to the Final Office Action dated February 5, 2007, for the above-referenced Application. Applicants respectfully request reconsideration of the Application in view of the following amendments and remarks.